



2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

US / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No.of Wins
1	1	VML	Wendy's	34.0		34.0	1
2	3	Anomaly	Campell Soups Brands US, BBC Project	32.4		32.4	2
3	5	Ogilvy	Nationwide, Royal Caribbean Project, Beam Suntory Brands	25.3	Time Warner	22.3	30
4	70	BBH	Macy's, Ray-Ban, Shangri-La Hotels and Resorts	21.7		21.7	3
5	4	Mullen Lowe	USAA, Hyatt Hotels, Unilever Cornetto(Digital)	20.7		20.7	3
6	11	Droga5	T-Mobile, Pizza Hut, SheaMoisture	20.8	New York City FC	20.3	3
7	17	FCB	Clorox, Fiat/Chrysler Project, Pearson Project Literacy	16.9		16.9	3
8	2	DDB	Time Warner, Jeep, Alfa Romeo	32.5	Clorox	11.5	3
9	15=	180	MillerCoors, University of Phoenix, ASICS Project	11.0		11.0	3
10=	6=	Commonwealth	Chevrolet Brand	10.0		10.0	1
10=	6=	Energy BBDO	LG G5 Project	10.0		10.0	1
12	22	McGarryBowen	Brand USA tourism	9.1		9.1	1
13	18=	McCann WorldGroup	Chevrolet Brand, Mastercard(Digital)	8.0	Pandora	6.6	2
14	33	Figliulo & Partners	Macy's, AC Hotels by Marriott, Pete & Gerry's Eggs	6.3		6.3	3
15	8	Wieden & Kennedy	Samsung Mobiles Project, Southern Comfort, The Atlantic Project	5.7		5.7	3
16	10	Phenomenon	Intuit	5.0		5.0	1
17	12=	Arnold Worldwide	Angie's List, Viberzi	6.5	New Balance	3.5	2
18	14	CP+B	Hershey, Jose Cuervo	3.4		3.4	2
19=	15=	Cloudfactory	Heineken (Strongbow Apple Ciders)	3.0		3.0	1
19=	-	Periscope	Minnesota Lottery	3.0		3.0	1
						256.3	69

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

US / Apr 2016

RANK THIS MONTH	RANK LAST MONTH	AGENCY	RECENT WINS	ESTIMATED YTD WIN REVENUE (USD \$ m)	RECENT LOSSES	ESTIMATED OVERALL YTD REVENUE (USD \$m)	No. of Wins
1	1	GroupM	Target	34.3		34.3	1
2	2	Mediacom	Sony, Gander Mountain, American Airlines, Xero	17.1		17.1	5
3	6	PHD	Delta Airlines, Old Navy (Digital), MailChimp	4.5		4.5	3
4	4=	Universal McCann	Sony Pictures, H&M	11.8	Sony Electronics	4.3	2
5	3	Solve	Radisson, American Standard	2.7		2.7	2
6	7	Havas Media	Eastern Bank, Moen, Avant Project, Chiquita	2.6		2.6	5
7	4=	Maxus	Church & Dwight, Jet.com	2.5		2.5	2
8	9=	OMD	Sony Music, Ancestry.com	2.0	Virgin Atlantic Project	1.8	2
9	8	GKV	Medifast US	1.2		1.2	1
10	-	Harmelin Media		0.8		0.8	1
11	9=	Cramer-Krasselt	BIC Soleil	0.3		0.3	1
12	11	SwellShark	Virgin Atlantic Project	0.2		0.2	1
13	-	360i	SoFi(Digital)	0.1		0.1	1
14=	13=	Mindshare		0.0		0.0	0
14=	13=	MEC		0.0		0.0	0
14=	13=	Horizon Media		0.0		0.0	0
17	18	The Martin Agency		0.0	Moen	-0.8	0
18	12	Zenith	Shangri-La Hotels and Resorts	0.2	H&M	-1.6	1
19	19	Carat	JM Smucker Pet Brands	2.5	Sony Mobile & PlayStation	-5.0	1
20	20	Starcom		0.0	Wal-Mart	-22.5	0
						42.4	29

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.